

The First Regenerative Hydration Recovery Drink Farm-Crafted in Kansas & Missouri



L I O N B E R R Y

RESTORATIVE REFRESHER



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Regenerative Hydration for Recovery and Resilience
Farm-Crafted in Kansas & Missouri

Built for Women's Sports.

INTRODUCING LIONBERRY

LionBerry is the first regenerative recovery drink made from native elderberry, elderflower, lion's mane, tart cherry, and local honey. All ingredients are regionally sourced from Kansas and Missouri soil.

This is hydration that gives back:

- To the athlete
- To the fan
- To the land

No synthetics. No shortcuts.
Just real plants with serious farm cred.





WHY WOMEN'S SPORTS? WHY NOW?

Women's sports deserve performance recovery built with real brains in mind.

- Concussions in women's soccer occur at higher rates than in men's
- Headers and high-speed collisions often go unaddressed
- Athletes are still expected to "walk it off" instead of receiving real support

LionBerry is made with ingredients that may support cognitive clarity, regenerative nerve health, and post-exertion wellness:

- Elderberry and tart cherry: naturally rich in anthocyanins, which may help support a healthy inflammatory response in body and brain
- Lion's Mane mushroom: widely used to support brain health and mental focus and neuronal branch growth

This isn't just hydration. It's a farm-made recovery tool disguised as a delicious bottle of hydration. Perfect for FAN recovery as well.

FAN-FRIENDLY FUNCTIONALITY

Game day, regular season, FANS, local crowd—LionBerry is ready to show up.

We're ideal for:

- On-site stadium sales (cold or shelf-stable)
- Concession stands, merch tents, or hydration lounges
- Post-game recovery moments and photo-worthy fan fuel

Whether they're celebrating a win or just pretending they know the offside rule, fans deserve a beverage that tastes good and comes from somewhere real.



GROCERY STORE STRATEGY

While the team is on the field, fans are in the grocery aisles.

LionBerry plans to:

- Stock regional grocers in a 3-hour game-day radius
- Fan recovery from pre to post game
- Offer promotional displays that tie hydration to hometown pride

This strategy means fans don't just buy into the team—they take home a piece of the place.



THE PROBLEM

- Our current system is broken:
- Sports drinks are packed with sugar, dyes, and lab-made ingredients
- Athletes and everyday bodies are running on synthetic fuel
- Our food system strips value from soil, farmers, and communities
- The U.S. imports most elderberry — despite native varieties being more potent



THE LOCAL STORY THAT STICKS



Not everyone wants a lecture on regenerative ag and soil health—but everyone loves a drink that actually tastes like the place they're in.

LionBerry offers:

- Kansas-sourced elderberry and elderflower
- Local honey from regenerative farms
- Midwest-native ingredients you won't find in plastic neon bottles

This isn't just hydration—it's regional flavor with a passport stamp. That is **ROOTED** in the Midwest healthy soil and regenerative farm movement and the food as medicine trend.



FUNCTIONAL CLAIMS

- May help in post-exercise recovery & natural hydration
- May support Neuroprotection
(e.g., for athletes in heading/contact sports)
- Immune modulation & anti-inflammatory effects
- Brain fog reduction (fans and athletes alike)
- Clean celebration and fan recovery – suits conscious consumers

REGENERATIVE FARMING = REGENERATIVE HEALTH



- We don't just source ingredients — **we grow systems:**
- Elderberry = pioneer crop for restoring hedgerows, biodiversity, and soil health
- LionBerry is made in Missouri and Kansas — homegrown, bottled close to the land
- Supports climate-smart agriculture and carbon drawdown



THE MULTIPLIER EFFECT: LOCAL IMPACT



Every bottle of LionBerry:

- Recirculates dollars through regional farm economies
- Shortens supply chains — no overseas freight, no extractive middlemen
- Activates long-term U.S. elderberry planting (22,000 acres needed)
- Switches from imported *Sambucus nigra* to native *Sambucus canadensis*
- Invests in farmer equity, soil health, and functional wellness access
- LionBerry founding member of an Elderberry AgriCluster going through ACRE training from the North American Food Systems Network
- “Buy a bottle, plant a field.”

SUPPLY CHAIN DISRUPTION = STORE SHELF ADVANTAGE

- Shelf-stable formula with functional shelf-talkers
- Distinct color and flavor — eye-catching and memorable
- 100% American-sourced ingredients
(except optional pea flower from Thailand)
- Produced using a Kansas-based bottling line called The BEAST
— owned by our mushroom farmer in his FDA KDA facility.
- Co-packed in a hybrid system
(Kansas State Food Innovation + Local Producers)



LET'S BUILD THIS TOGETHER

We're not looking to slap our logo next to a protein bar and call it sponsorship. We want to build:

- Game-day beverage activations
- Player-centered recovery tools
- A partnership that tastes like Kansas and Missouri soil, not synthetic strategy

Let's team up on hydration that goes the full 90—and still be standing for the high-five.

L I O N B E R R Y

